

DYNAMICALLY ALTERING WEB PAGE CONTENT
BASED ON A PAGE'S TITLE PROPERTIES

Background Of The Invention

This invention generally relates to altering contents of Web pages; and, more specifically, the invention relates to methods and systems of altering automatically the properties of specific content within a Web page without manual intervention.

In recent years, a unique distributed database has emerged in the form of the World-Wide Web (Web). The database records of the Web are in the form of pages accessible via the Internet. On the Web, tens of millions of pages are accessible by anyone having a communications link to the Internet.

The pages of the Web are dispersed over millions of different computer systems all over the world. Users of the Internet constantly desire to locate specific pages containing information of interest. The pages can be expressed in a number of different character sets, including English, French, German, Spanish, Cyrillic, Kanakata and Mandarin. In addition, the pages can include specialized components, such as embedded forms, executable programs, JAVA applets and hypertext.

The pages of the Web can be constructed using various formatting conventions, for example, ASCII text, Postscript files, html files, and Acrobat files. The pages can include links to multimedia information content

END9-2000-0039US1

5

10

15

20

25

30

These and other objectives are attained with a method and system of dynamically altering the contents of a web page. The method comprises the steps of providing a web

5

10

20

Brief Description Of The Drawings

25

30

30

Figure 4 shows a Web page illustrating the results of the present invention.

Figures 5 and 6 show a computer system that may be used in the invention.

Figure 7 illustrates a memory medium that can be used to hold a computer program for carrying out this invention.

Detailed Description Of The Preferred Embodiments

The present invention relates to a method and system of dynamically altering the contents of a web page. With reference to Figure 1, the method generally comprises the steps of providing a web page having a title selected in accordance with a pre-defined naming convention, and providing a style sheet having pre-defined style attributes. The method further comprises the steps of selecting the web page, reading the title and identifying a section name based on the title, and altering the pre-defined style attributes based on the section name.

As an example, the naming convention used for the title of the Web pages may be set up to establish the "Title of the Web Site," "User Group," "Section Name," and "Page Name." Each element of the title tag may be delimited by an asterisk. (The title of the page may be set by the developer when the page is first created.) The HTML then calls and applies a Style Sheet and JavaScript file to the Web page.

5

10

20

30

5

10

15

20

25

30



SECRET

10

25

5

TK-11